

<b>FSC-167-B</b>		<b>11/14/97</b>	
<b>SUBJECT: WINSTON Box New Distribution Prebooking Allowance</b>			
<b>DISTRIBUTION:</b>			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>X</u> RM	
<u>X</u> RBM	<u>X</u> AE	_____	Sales Rep
<u>X</u> ROM		_____	Retail Rep

Objective: Communicate WINSTON Box Distribution Program.

Purpose: Accelerate distribution levels on WINSTON Box styles to meet/exceed distribution objectives and secure display exposure prior to Philip Morris introducing Marlboro Ultras in January.

Program Details

- \$1.00 per carton prebooking allowance on the following WINSTON Box styles effective 11/17/97 through 12/19/97:
  - Full Flavor Box 83s
  - Light Box 83s
  - Light Box 100s
  - Ultra Light Box 83s
  - Ultra Light Box 100s
- Maximum of \$10.00 (10 cartons) per store on new distribution only.
- Ensure retail and wholesale order numbers are available for product reorder.
- Merchandising home must be established (PCD or temporary display).
- Highly recommend placing temporary displays and POS.

<u>Description</u>	<u>Item #</u>	<u>SKU Pack</u>
- Ultra Light Starburst (Available 12/1/97)	538943	1 Per
- Small PPD Card	526172	1 Per
- Temporary Pack Counter Display	524741	1 Per
- Temporary 20-Pack Shipper Display	524012	1 Per
- Temporary 40-Pack Shipper Display	524723	1 Per
- WINSTON Full Flavor/Light Box 20-Pack Display (available 12/8/97)	537950	5 Per
- WINSTON Ultra Light Box 20-Pack Display (available 12/8/97)	537953	5 Per

- Placement Reporting

WIN BOX PREBOOK

It is recommended that this program be worked during normal coverage.

Program Contacts: Floyd Cook, extension #3466  
Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

51851 0042